

stretched material, stabilized in its stretched condition, in the manner that there are fibers or yarns of hook-engageable loop form on said second surface and a distribution of straightened fibers; and

a graphic design or image printed at least partially upon the second surface of said non-woven material, the print being in the form of dye-based print;

the print residing both on said fibers or yarns of loop form and on said straightened fibers, the fibers or yarns of loop form on which said print resides remaining effectively hook-engageable. --

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Cont'd  
-- 100. A laminate comprising

a substrate having at least one broad surface, and

a layer of hook-engageable material having a basis weight of about 2 ounces or less per square yard and comprising a sheet-form web body having a first surface laminated to said at least one outer broad surface of the substrate and a second surface from which hook-engageable fibers or yarns extend; and

a graphic design or image printed at least partially upon hook-engageable fibers or yarns of the second surface of the material, the print being in the form of dye-based print, the hook-engageable fibers or yarns on which said print resides remaining effectively hook-engageable. --

-- 101. A laminate comprising

a substrate having at least one broad surface, and

a layer of hook-engageable non-woven material having a basis weight of less than about 4 ounces per square yard and comprising a sheet-form web body having a first surface laminated to said at least one outer broad surface of the substrate and a second surface from which hook-engageable fibers or yarns extend, said hook-engageable material comprising stretched material, stabilized in its stretched condition, and

a graphic design or image printed at least partially upon the non-woven material, the print being in the form of dye-based print,

said substrate comprising smooth paper. --

-- 102. A hook-engageable non-woven material having a basis weight of less than about 4 ounces per square yard and comprising a sheet-form web body having a first surface comprising the back of the material and a second surface from which hook-engageable fibers or yarns extend;

said hook-engageable material comprising stretched material, stabilized in its stretched condition, in the manner that there are fibers or yarns of hook-engageable loop form on said second surface and a distribution of straightened fibers; and

a graphic design or image printed at least partially upon the second surface of said non-woven material, the print being in the form of dye-based print, the print residing both on said fibers of yarns of loop form and on said straightened fibers;

the fibers or yarns of loop form on which said print resides remaining effectively hook-engageable. --

-- 103. A hook-engageable material having a basis weight of about 2 ounces or less per square yard and comprising a sheet-form web body having a first surface comprising the back of the material and a second surface from which hook-engageable fibers or yarns extend; and

a graphic design or image printed at least partially upon hook-engageable fibers or yarns of the second surface of the material, the print being in the form of dye-based print;

the hook-engageable fibers or yarns on which said print resides remaining effectively hook-engageable. --

-- 104. A hook-engageable non-woven material having a basis weight of less than about 4 ounces per square yard and comprising a sheet-form web body having a first surface comprising the back of the material and a second surface from which hook-engageable fibers or yarns extend;

said hook-engageable material comprising stretched material, stabilized in its stretched condition; and

a graphic design or image printed at least partially upon the non-woven material, the print on said non-woven material being in the form of dye-based print. --

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Serial No. : 09/322,663  
Filed : May 28, 1999  
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Attorney's Docket No.: 05918-133001 / VGCP 4100

-- 105. The hook-engageable material of claim 104 in which the material includes a binder resin anchoring the hook-engageable fibers or yarns and constituting between about 20% and 40% of the weight of the material. --

-- 106. The hook-engageable material of claim 103 comprising a stretched material, stabilized in its stretched condition. --

-- 107. The hook-engageable material of claims 104, 105 or 106 wherein the material has substantially varied areal density of fibers or yarns over its surface, the printed graphic design or image extending over areas of said substantially varied areal density of fibers or yarns. --

-- 108. The material of claim 107 comprising areas with relatively high areal density of fibers or yarns interspersed with areas with relatively low areal density of fibers or yarns, the density of fibers or yarns in areas of highest areal density being greater by a factor of at least four from the density of fibers or yarns in areas of lowest areal density, the printed graphic design or image extending over areas of highest and lowest areal density of fibers or yarns. --

-- 109. The material of claim 102, 103 or 104 wherein said graphic design or image at least partially comprises print of said form residing on said first surface of the material, the material being at least partially transparent such that the design or image can be seen through the material. --

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